# INDEPENDENT RETAILERS COUNTED AMONG CITY'S BEST ASSETS

## POWELL SPEAKS FOR STATE'S WHOLESALERS

Secretary of Virginia Association Points Out Reasons Why Neighborhood Service Stores Deserve Patronage-Compares Conveniences Offered.

causing unlimited debate

from twenty-five years of selling men's clothing in Philadelphia, the store has since shown a progressive

ing departments, although located on separate floors. Customers may

### CHATS WITH RETAIL MERCHANTS

Br MANSFIELD HOUSE

this column every Sunday will appear news and short article special interest to Richmond merchants, their salespeople and business men and women in general.

campaign designed to sell

in and promote its standing community.

In strictly a co-operative camtous benefit all druggists, one in the content of the cost in the druggists as a group, and by the druggists as a group of by the druggists as a group of the cost in tion to the ize of his store and mual volume of business. The campaign will run six months is estimated the cost will be That amount has been sufficiently a compared by the forty-two druggists for the campaign will run six months is estimated the cost will be That amount has been sufficiently a compared by their wives.

TRAINS ITS CLERKS

FOR TWO DEPARTMENTS

Strawbridge & Clothler, in Philadelphia, are handling the rush season problem by training their salespeople to serve in more than one department, if necessary.

The store takes the stand that a tions by Children.

Pharmaceutical Association and is under the direction of Mr. Warren, who is superintending the preparation of the copy and arranging its schedule for publication.

The association in its contract with the newpapers, insisted on a provision that none of the feneral advertising copy should appear on the name page in the paper which carried the advertisement of any local druggist, if this was permitted that druggist would, it was felt, obtain an undue advantage.

Reaction of the public to the first advertisement was unusually satisfactory, according to Mr. Warren, Many favorable comments were made by customers who came to the stores. They stated that it appealed because it was an abound and the papear of the first of fact and an appeal for patronage hased on actual and valuable.

MOVING CLOTHES UPSTAIRS

BOUING CLOTHES UPSTAIRS

MOVING CLOTHES UPSTAIRS

DOUBLED SALES TOTAL

Experts who make a study of the

# NATIONAL T. P. A. MEET

Many Depart by Boat From Richmond to Attend Atlantic City Convention.

arwood, J. S. Oliver, R. H. Ran-dph, S. M. Ellerson, W. L. Brinkiey, ad H. P. Fowell, of Richmond, W. P. Johnson, C. S. Blackwell and B. Munford, of Norfolk, H. L. Smith and L. P. Robertson, o

J. A. Hawkins and W. H. Jones, of

William May and A. Thomson

J. E. Beach, of Blackstone J. W. Jones and T. H. Self, of Martinsville. C. S. Johnson and W. P. Gilbert, of Roanoke.

E. L. Morris, of Farmville.
C. L. Bowers, of Bristol.
J. A. Charles, of Newport News.
A majority of this delegation left techmond last night by way of the fork River Line to Baltimore, hence by rail to the few Richmond last night by way of the York River Line to Baltimore, thence by rail to the famous Jersey resort. Some of the delegates were accompanied by their wives.

American Legion Offers headed

the unicony ledge facing the door where every one who enters the store can see them.

These slogans will also be printed on the stationery and envelopes used by the fungists with the trade, will be printed on statements and popularized in other ways. Window cards will shoult them at the passers 1y. The aim is to every person in the community.

The maximum vacation and is find now week. The plan is to allow multiproper to the seeks and one week in the whiter.

As the new schedule is arranged, who is superintending the preparation of the copy and arranging its.

Those who have been with the trade of the copy and arranging its.

The maximum vacation and is given out later.

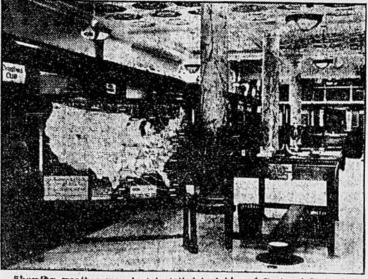
The maximum vacation and is given out later.

The advertising card the profitering days are oblested in the shoulder seeks learn that profitering days are objected by the State superintendents of schools of each still the printed on the read report that well will be printed on the read report that by the funder of the copy and arranged the of the copy read arranged the other ways.

The maximum vacation and is given out later.

The advertising card the course is select the best essays of the countes the winning essays are asked to name three judges to select the best essays of the counters of flefir time on the road report that by the flet winning essays of the counters of flefir time on the read report that by the state superintendents of schools, or school counter that the profitering days are obtained in the shoulder that the best essays of the counters of flefir time on the read report that by the state superintendents of schools or schools commended to the best essays of the counters of flefir time on the read report that by the state superintendents of schools or school counters. The winning essays of the counters of flefir time on the read report that by the state superintendents of schools or school counters of the winning essays of the counters of flefir time on the read report that by the state superintendents of schools, or school cou

DELEGATION LEAVES FOR STATE AND CITY BANK GIVES DAILY WEATHER REPORTS



### FREDERICKSBURG BUSINESS MEN PLAN THREE-DAY JOURNEY

Will Stage a "Get Acquainted" Trip Into the Northern Neck—Music and Speeches Will Be a Feature.

of the prominent business men will make up the party.

The sole purpose of the journey is to foster the spirit of cheer, aid good-will and to further develop the friendly co-operation which now exists between the people of those sections and the citizens of Fredericksburg. The second night will be spent, where the second night will be spent, where the second night will be spent. The third day will be devoted to visiting the towns of Centre Cross, bunnsville and Tappahannock, then tridewater trail via Loretto and Port Royal. Short stops will be made for talks by the citizens.

At many places along the route the

### A WORD From the Sanctum

the prospects of riches gained through a lucky stroke at the gambler's table, but these more prosaic methods are the only ones that can be relied upon.

The world is full of snares for rium of John Marshall High School this efferment with the same and the same and

those who seek wealth through su-perficial and uneconomic methods. It will deliver an address in the Se

MOVING CLOTHER UPTAIRS

DOUBLED ALISE TOTAL

Experts who make a study of the psychology of store entrances claim that the average person has no objection to steepling down a short district the state of the property of the community of the clothing department of the Chestaut clothing adjustment of the Chestaut clothing department of the Chestaut and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the firm, were cautioned that a clothing department on the second and Pierson T. Fort, members of the goods to be oftered. If the business has been tripled, and pierson T. Fort, members of the goods to be oftered. If the provided the communities was not convinced that the merchandise was a real bargain to street. If the business was cloud the communities was not convinced that the merchandise was a real bargain to the problem both men traveled in the problem both men traveled in the problem both men traveled in the problem both men traveled on the problem both men traveled in th

most modern methods and arrangements in clothing stores.

Upon their return, the Windsor room, embracing all of the second in-various phases was applied in designing the new department. Every consideration was given to space, color, arrangement and the general effect of atmosphere on the male mind. And by using that knowledge assimilated on the trip, the modern methods and arrangement and the communities as shopping committee of three knowledge assimilated on the trip, the other hand, some men are more than the manual to taink up stunts in the M. Pace, general manager of Gimbel's department store in Mills waukee. "Some of the salesgirls are actually afraid to wait on male customers, because a single word in the other hand, some men are more finisky than women about their purchases. However, they are not inclined to pull another man's hair if he happens to parade up the man ighway garbed in a similar suit, hat or coat."

It not nare to taink up stunts in the Mills department store in Mills waukee. "Some of the salesgirls are actually afraid to wait on male customers, because a single word is their communities as shopping the new department store in Mills waukee. "Some of the salesgirls are actually afraid to wait on male customers, because a single word in the other hand, some men are more finisky than women about their purchases. However, they are not inclined to pull another man's hair if he happens to parade up the man ighway garbed in a similar suit, hat or coat."

### PERSONAL, But Not Confidential

## is indeed high time that the JAMES RIVER GRAVEL

Railway and Power Comans, \$2,035; Gill Bros., \$398, and Smith-Courtney ompany, \$115.

Assets consist of machinery and tools valued at \$61,047; unliquidated claims, \$15,000, and money on deposit in banks, \$10,187. W. W. Hines, president of the corporation. signed the petition, which is the largest filed in Richmond in several

### RICHMOND P. HOBSON TO SPEAK HERE TODAY

not possible to make short cuts Street Christian Church tonight at 8 o'clock. A The World Congress Against Ai

coholism will have charge of the meeting at John Marshall, the subject of Mr. Hobson's address being The Challenge of the Red Flag and prohibition while in Congres

### Ice Machinery Large and Small Units

Furnished and Installed for Ice Manufacturing and Refrigerating Plants. We can render prompt service-

from building foundations to in-sulating pipes—and the work is done under the direction of our Expert Refrigerating Engl-

SOUTHERN ASBESTOS MFG. CO., INC., Manufacturers-Jobbers

14 Governor Street. \*

# BY AUTO IN 3 HOURS

### T. P. A. Instrumental in Having Central Route Put in Good Condition.

the good roads committee, Travelen put in good condition and is ow in shape for inotorists' use in

"Leave Richmond City Cemetery at top of hill, turn left on Williamsburg Road, follow Williamsourg Road for about one mile burg Road for about one mile to Charles City Road, turn sharp right and fellow telegraph poles, cross rallroad at Fort Lee, continue straight road to Giendale, Hughes Store, cross rallroad at Roxbury, one-quarter-mile beyond, turn sharp left, cross wooden bridge, straight road by Mountcastle, Providence Forge, Windsor Shades, Diascond Bridge, Toano, Williamsburg.

Toane, Williamsburg.

"All turns in road are plainly marked and there will be no trouble Leave Fredericksburg June 14.

Leave Fredericksburg June 14.

Whatever in making the trip. The condition of the road is such that a trip to Williamsburg can be made within three hours. This is the designated State Highway Route he Chamber of Commerce is planning. Irrington, where the designated State Highway Route

### NEW WRINKLE IN SALESMANSHIP BY ALERT DEALERS

Identifying Employes by Names Brings Customers Closer to Store.

In Dalias, Texas, and perhaps other places, a big store adopted the plan of having a neat card hearing the name of each salesman plaint, written thereon. This seems to be a "Into this rock giant drills cut deer capital idea and the seems to be a "Into this rock giant drills cut deer capital idea and the seems to be a "Into this rock giant drills cut deer capital idea and the seems to be a "Into this rock giant drills cut deer capital idea and the seems to be a capital idea."

The membership committee of the Sons of Confederate Veterans will lunch at the Hotel Richmond Tuesday afternoon at 1 o'clock. Covers will



## Benj. T. Crump Co., Inc.

Wholesale Distributors utomotive Supplies and Equip ment Manufacturers Harness, Collars and Saddlery 1307-9 E. Main, Richmond, Va.

### Your Best Bib and Tucker

When you have an important interview with your best customer, you naturally put your best foot forward—you want to make a good impres-Every customer who enters your place of business is a potential best customer. What sort of impression does your office make upon your customers? Is it filled with old, ramshackle furniture, or does modern equipment make it cheerful—inviting? We are specialists in Office

### Everett Waddey Co.

Established 1882. 1105 East Main Street.

## TO WILLIAMSBURG NOW BRISK BUSINESS DONE BY CEMENT INDUSTRY

Frank Traynor Tells Rotary Club of Fine Success Mad in Operation of Fordwick, Va., Plant-This Year's Sales Show 20 Per Cent Gain.

as is good."

tiles in the product, how a great the message which are compensated, how a great the manager product of known value.

Traynor, district manager product of known value.

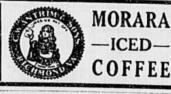
This control must be exact. pany, of Richmond, brought to

pany, of Richmond, brought to the Rotary Club last week.

"Our Fordwick, Va., plant is operating at its full capacity today," said Mr. Traynor, "and I am happy to say that the year 1921 was the most successful we have ever had, \$50,000 barrels of cement being shipped from our Virginia mill. Our business today shows an increase over last year's business of 29 per over last year's business of 29 per

"Our Fordwick plant is unusual in soveral ways," declared Mr. Traynor. Practically all our labor is native. We own the town of Fordwick in its entirety, and the employes have their own covered.

Richmond, as no shipments are made from the Fordwick plant north of the Potomac River. We enjoy the enviable distinction of operating the only cement plant in Virginia. "Portland cement may be said to date from the state of th





## A. HOEN & CO.

The Oldest Lithographing House in America and Going Stronger Every Day





## Bedford Pulp & Paper Co.

Paper Manufacturers. Mills: Big Island and Coleman's Falls.

General Office, Richmond. - - Va.

### PLATE ICE

Call at our plant, which is cool, shady and inviting, and buy the best ice made in Richmond for 50c per 100

No bad taste to spoil your food or drinks. It is made of pure, sparkling artesian water.

## TYLER & RYAN

Opposite City Auditorium. 1001 West Cary Street, Station: 9 South Elm Street.

## Now Located at Tenth and Cary Streets

Our new and enlarged quarters have permitted us to add a full line of Botler Tubes. Our prices are interesting. Ask for them. We carry a full line of-Metal and Wood- Packing Machine Shop Sup-

working Machin-Steam Pumps Pulleys Shafting

Established

Blacksmith Supplies Railroad and Contractors Supplies Valves

James McGraw, Inc.

Incorporated

plies

Pipe

Fittings

RICHMOND, VA.